

THE CARTIER LEGEND

No name in the world of fine jewelry, precision time pieces and stylish personal accessories evokes the aura of luxury and privilege as does Cartier. In 1847, when Francois Cartier, master jeweler and skilled artisan, opened his first shop in Paris, a legend was born.

Over the last 142 years, Cartier has captivated connoisseurs throughout the civilized world with timeless treasures crafted from precious metals and gems, fine leather and paper.

Always distinctively original, luxury items from Cartier have set the standard for others to imitate. Cartier creations have become synonymous with good taste and refinement, and its double "C" logo an imprimatur of superb quality.

Cartier Vendome Cigarettes, the first tobacco product ever to bear the prestigious Cartier name in the United States, upholds that impeccable tradition. Cartier Vendome is being introduced to discerning Los Angeles smokers by Cartier Cigarettes, a division of Philip Morris U.S.A.

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